Customer Satisfaction

CAMS

31 responses

Level of Satisfaction 1985	
Profiles	
# of response	30
Very satisfied	57%
moderately	37%
dissatisfied	6%
Hotline	
# of response	22
Very satisfied	41%
moderately	55%
dissastisfied	4%
VFW	
# of responses	24
Very satisfied	50%
moderately	50%
dissastisfied	0
Client Support	
# of responses	30
Very satisfied	83%
dissatisfied	0
moderately	17%

overall program	
# of responses	30
Very satisfied	60%
moderately	40%
dissatisfied	0

CAMS

INPUT Personnel Rankings

	# of RESPONSES	EXTREMELY Competent	Mostly Competent	Variable	WEAK	NO Contact
Sales Staff	31	25 %	19 %	3 %	6 %	47 %
Hotline	31	13 %	29 %	10 %	3 %	45 %
Research	31	35 %	35 %	3 %	0 %	42 %

1986

Profiles

# of responses	30
Very satisfied	57 %
moderately	37 %
dissatisfied	6 %

Client Support

# of responses	30
Very satisfied	77 %
moderately	23 %
dissatisfied	0

VFW

# of responses	22
Very satisfied	55 %
moderately	45 %
dissatisfied	0

Hotline

# of resp.	17
Very satisfied	47 %
moderately	53 %
dissatisfied	0

Significant Benefits of Program Use

		# of mentions
1.	Information source for private companies	8
2.	Information on our customers	2
3.	Competitor Information	17
4.	Acquisition / Merger identification	7
5.	Hotline	5
6.	Good product information source	7
7.	Information for sales departments	3
8.	Financial information source	3
9.	Trend Analysis	5

Significant Weaknesses

			# of MENTIONS
1.	Timeliness and outdated profiles	~~HH HH HH~~ III	18
2.	Outdated Directory	~~HH~~	5
3.	No interest in small (less than $15 million companies) (less than $3 million)	I I	1 1
4.	Major vendor profiles too dated	~~HH~~	5
5.	No real weaknesses	~~HH~~ II	7
6.	VFW doesn't cover enough companies	I	1
7.	Lack of consistency in quality of information in the profiles	II	2
8.	Slow response to hotline	I	1
9.	Does not allow for quick reporting on issues	I	1
10.	Should be online	II	2
11.	Filing System of Materials	II	2

Comments

Cross index of profiles by city

Do not go back to organizing profiles by service mode

Would help if you indicated in the directory if there was a profile on the company

Concentrate on keeping the major players current

Had subscription for four years never met a salesperson

Very happy with response time from INPUT's hotline and general attitude of INPUT employees

Ship by industry mode - all SW Vendors together etc

Include full address of Parent company when writing a report (highlight) on a subsidiary

Problems with INPUT's mailroom always messing up

- VFW is great but would like INPUT to estimate the next quarter

- Need IBM data desperately
  - Fed Systems Division

- Profile the RBOC's, enhance program by profiling Telecom s/w, prof. ser. etc

- Service is focussed on what happened, not structured for spontaneous discussion of events (why is IBM experiencing only 5% growth)

- Turnover of INPUT personnel makes me question if there are problems with the data (John McCann, Tom O'Flaherty, Harvey, David)

- Index each Vol. of the profile binders

CATALOG NO. CMKT

July 8 1986
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Stuart Goldsmith

Title: Vice President

Company: ADP

Address: _____

_____

Telephone: (201) 994-5898

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☐	☒
"Hotline" Client Inquiry Service	☐	☒	☐
Does not use - an associate does and she is satisfied			
Vendor Financial Watch	☐	☒	☐
Client Support	☐	☒	☐
Overall Program	☐	☐ ×	☐

2 Please list the most significant benefits of program use by your organization.

(A) Competitive analysis but information is too dated

(B) _____

(C) _____

(D) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Very disappointed with the dating of the material makes the profiles

(B) useless not just the financial information but company and

(C) product information needs to be current. Forget the small

(D) less than 15 million companies and concentrate on keeping the major players current

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☒
Variable	☒	☐	☐
Weak	☐	☐	☐
No Contact	☐	☒	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☐	☒
Vendor Financial Watch	☐	☒	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☐	☒	☐

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 2, 86
JMcDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: George Sundem

Title: Vice President

Company: Analysts International Corp

Address: 7615 Metro Boulevard
Minneapolis MN 55435

Telephone: (612) 835-2330

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
"Hotline" Client Inquiry Service	☐	☑ only because I take just limited use	☐
Vendor Financial Watch	☑	☐	☐
Client Support	☑	☐	☐
Overall Program excellent	☑	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Information on competitors

(B) Acquisitions

(C) _____

(D) _____

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Directory by location - would help identify by cities

(B) Updated directory - the one we have is very old

(C)

(D)

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☑	☑	☑
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

All INPUT staff is extremely competent

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
Vendor Financial Watch	☑	☐	☐
"Hotline" Client Inquiry Service	☐ ✓	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Cross index of profiles by city

Thank you

CATALOG NO. CMKT

July 7, 86

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

refused to Frank Kaukinger
license to use the material

Name: Jean Davis

Title: Research Manager

Company: Arthur Andersen & Company

Room 907

Address: 33 West Monroe St

Chicago IL 60603

Telephone: (312) 580-0033

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
"Hotline" Client Inquiry Service	☐	☑	☐
Vendor Financial Watch (don't use)	☐	☐	☐
Client Support	☑	☐	☐
Overall Program	☐ ✓	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Information we can't get elsewhere, especially the financials on private co's.

(B) Hotline

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Some information too dated - especially three years out profiles

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☑	☑
Mostly Competent	☑	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch (don't really use)	☐	☐	☐
"Hotline" Client Inquiry Service	☐	☑	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Organization - big service is not usable - straight alphabetical is the best THATT really blew it when they changed Bendera last year

Directory is very helpful - would help if you indicate in the directory if there is a profile on the company part of a cross reference

Extremely happy with service

Thank you

CATALOG NO. CMKT

July 8 1986
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Trish Seigle

Title: Information Research Center

Company: AT&T

Address: 202 Johnson Rd
Morris Plains NJ 07950

Telephone: (201) 993-5438

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑ Very satisfied with content dissatisfied with timeliness	☐	☐
"Hotline" Client Inquiry Service	☐ Have not used	☐ bad experience with MAPS hotline	☐
Vendor Financial Watch	☐	☑	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) In depth profiles on companies, particularly small companies where data isn't easily available

(B) market direction information

(C) Understand our customers - most are information services companies

(D) Not really used for competitive purposes

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Timeliness of profile

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☒	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☒	☒

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles with content not timeliness of data	☒	☐	☐
Vendor Financial Watch	☐	☒	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Side comment on MAPS

leave message on Voicecom system, people don't respond the same day usually hear from MAPS three days later to negotiate my question not to answer.

(note - I suggest to Trish that she call hotline direct and to let me know if this situation doesn't clear up)

Thank you

CATALOG NO. CMKT

July 7, 86
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Craig Haines

Title: Manager, Commercial Strategic Planning

Company: Boeing Computer Services

Address:

Telephone: (206) 763 - 5281

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service Don't use	☐	☐	☐
Vendor Financial Watch Don't use	☐	☐	☐
Client Support	☒	☐	☐
Overall Program	☒	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) _____

_____

(B) _____

_____

(C) _____

_____

(D) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Profiles could be more timely

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☒
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☐

Mike and Peter are the best

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	X		
Vendor Financial Watch			
"Hotline" Client Inquiry Service			
Client Support	X		

Don't use

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT 1 1

July 15
JM Daniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Susan Bard

Title: Director of Research

Company: BroadView Associates

Address:

Telephone: (201) 461-7929

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☐	☒	☐
Vendor Financial Watch (could be more timely)	☒	☐	☐
Client Support	☒	☐	☐
Overall Program	☒	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Hotline - being able to locate Company information which is not

(B) available from other sources

(C) Use to identify potential acquisition Candidates

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real weaknesses

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☒	☒
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☐	☐

Not aware of interests

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
Vendor Financial Watch	☒	☐	☐
"Hotline" Client Inquiry Service	☐	☒	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Wants a list of 1986 INPUT reports

When studying a vertical market in MMS – and providing forecasts would be great to include a list of the major vendors in the market.

Thank you

gMcDonnell
July 7, 86

CATALOG NO. CMKT

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Diane Leeke

Title:

Company: Cincinnati Bell

Address:

Telephone: (513) 784-5894

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: **COMPANY ANALYSIS MONITORING SERVICE**

1 **Please indicate your level of satisfaction with the 1985 program.**

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Content is good wished they were updated more often especially the biggies			
"Hotline" Client Inquiry Service	☑	☐	☐
Response is great - not complicated get back to us within a reasonable time very responsive			
Vendor Financial Watch	☑	☐	☐
Not that useful for us at this time - good reference but not that useful			
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

2 **Please list the most significant benefits of program use by your organization.**

(A) Monitoring and keeping track of competitors quick info on Companies that we are bidding against

(B)

(C) Competitive product information provided by the hotline

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Profiles contents are dated (but at least the hotline will give us current

(B) information)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☒	☐
Mostly Competent	☐	☐	☒
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☐	☐

Had subscription for four years we haven't seen a salesperson except Harvey once.

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
Vendor Financial Watch	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Happiest with INPUT with response time and general attitude of INPUT employees. Once you talk with INPUT hotline you know they will call you back - much better response than other research groups

Thank you

CATALOG NO. CMKT

gm/Daniel
7/14/86

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: David Anderson

Title:

Company: Citibank NA

399 Park Ave

Address: New York NY 10043

Telephone: (212) 559-1004 3

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☐	☒	☐
Turn around time was not as fast			
Vendor Financial Watch	☐	☒	☐
Wished it covered more companies			
Client Support	☐	☐	☐
Overall Program	☒	☐	☐
Very useful			

2 Please list the most significant benefits of program use by your organization.

(A) Thumb-nail background on private companies for computer purposes

(B)

(C) Good detailed descriptions of the product

(D)

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Not updated frequently enough, 1/3 is always out of date

(B) Radar watch only covers a sample

(C) Lack of consistency on quality of information in the profiles

(D) (not a real problem)

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☒	☐
Mostly Competent	☐	☐	☒
Variable	☐	☐	☐
Weak Larry Mitchell	☒	☐	☐
No Contact	☐	☐	☐

Joe Foster & John McGowan

Cynthia Wong is fantastic

Sales staff at INPUT not very strong

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Not a current client	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles		☐	☐	☐
Vendor Financial Watch		☐	☐	☐
"Hotline" Client Inquiry Service		☐	☐	☐
Client Support		☐	☐	☐

6. Please add any other comments or ideas you wish to convey.

Wish there was a better way of shipping — updating is a problem has improved

Currently not a subscriber

Thank you

CATALOG NO. CMKT

July 9 1986

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: [redacted] Lois Lepard

Title: _____

Company: Computer Sciences Corporation

_____

Address: _____

_____

Telephone: (213) 615 - 0311

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: **COMPANY ANALYSIS MONITORING SERVICE**

1 **Please indicate your level of satisfaction with the 1985 program.**

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles Bigger companies need to be updated more frequently	☒	☑	☐
"Hotline" Client Inquiry Service	☑	☐	☐
Vendor Financial Watch Net Income & Operating revenue should be on the same page as long each other	☑	☐	☐
Client Support	☐	☑	☐
Overall Program	☐	☑	☐

2 **Please list the most significant benefits of program use by your organization.**

(A) Identify companies which we can't find information in other sources

(B) (generally use hotline

(C) Joint Ventures, competitors, acquisitions

(D)

INPUT

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Directory is so old – should be maintained and updated once a year

(B) Big companies don't updated enough 83, 84 info too old

(C) When you write a profile on a subsidiary need the full address of the parent

(D) Delete companies with less than 3 million in revenue don't waste time writing profile too small

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☒ (they're great)	☐	☒ (We very good Jack Bradson like all very good)
Mostly Competent	☐	☒ (Cynthia is good)	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch	☑	☐	☐
"Hotline" Client Inquiry Service	☑	☐	☐
Client Support	☐	☑	☐

6. Please add any other comments or ideas you wish to convey.

- Service should be on line in the ideal world
- Problems with shipping - mail room seems irresponsible don't send us enough copies, send wrong material seems I have to call once a month to get shipping problems straightened up

Thank you

CATALOG NO. CMKT

July 2, 86
JM Bennett

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Dave Sexter

Title: _____

Company: Electronic Data Systems

Address: 7171 Forest Lane Room A866
Dallas, TX 75230

Telephone: (214) 661-6000

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
"Hotline" Client Inquiry Service	☐ ✓	☐	☐
depends on question asked and who responded			
Vendor Financial Watch	☑	☐	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Can give sales team a quick sketch of company – competitive analysis

(B) purposes

(C) Hotline

(D) Not used for long range strategic planning because it is dated

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Three year old information is too dated on profiles

(B) did not like binders broken out by delivery mode - Big Mistake

(C) Directory needs to be updated and would help if it was automated so we could sort data - delivery a floppy disk which is a Lotus file

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☑
Mostly Competent	☑	☐	☐
Variable	☐	☑	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

George Hunter has really improved - his attitude has improved several years ago he had a bad attitude.

Need an experienced person to answer phone not a trainee

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
Vendor Financial Watch	☑ **	☐	☐
"Hotline" Client Inquiry Service	☐	☑	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

- like the VFW but would really like INPUT to estimate what the next quarter will be
- Would like major players updated more frequently
- Don't neglect PC software Vendor, especially the major ones we need info on these for govt. contracts when we bid jobs PC software is often included
- *** Need IBM data desperately → Federal Systems Division important Professional Services Vendor

Thank you

CATALOG NO. CMKT

July 10 86
JMcDonnell

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Elliot Berdy

Title:

Company: GTE Data Services
First Florida Tower

Address: PO Box 1548
Tampa, FL 33601

Telephone: (813) 224-8522

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☒
"Hotline" Client Inquiry Service	☒	☐	☐
Vendor Financial Watch	☐	☒	☐
Client Support	☒	☐	☐
Overall Program	☐	☒	☐

Those that are current satisfied but majority are not - satisfied with quality of current

Satisfied with response from Jan Mid.

Don't get much benefit from it

2 Please list the most significant benefits of program use by your organization.

(A) Competitive analysis

(B) _____

(C) _____

(D) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Our competitors are not up to date
GEISCO is 83, IBM, Boeing

(B) Like profiles on RBOC's and ATT
enhance program to include Telecom

(C) software & prof services & facilities management
Maybe a separate volume for facilities mgmt) systems integrators

(D) Directory is out of date

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☒
Mostly Competent	☐	☒	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☐	☐

Personality conflict with personalities in NJ refuse to Don Foodle

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☐	☒
Vendor Financial Watch	☐	☒	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 10, 1986
gMcDonald

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Carl Bezuidenhout

Title: Market Planning & Development Manager

Company: GTE Data Services
First Florida Tower

Address: PO Box 1548
Tampa, FL 33601

Telephone: (813) 224-8522

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service — Does not use	☐	☐	☐
Vendor Financial Watch	☐	☒	☐
Client Support	☒	☐	☐
Overall Program	☒	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) One element of our competitor information system

(B) Starting point for acquiring information on potential customers

(C) Acquisitions candidate identification

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) NO

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☒

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
Vendor Financial Watch	☐	☒	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support (does not use)	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 9 86
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Mary Kay Frost

Title: Information Specialist

Company: General Electric Company

Address:

Telephone: (203) 382-3921

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service Would like quicker turnaround 48 hours too long	☐	☒	☒
Vendor Financial Watch does not receive	☐	☐	☐
Client Support Deal with Jan - she is very positive	☒	☐	☐
Overall Program	☐	☒	☐

2 Please list the most significant benefits of program use by your organization.

(A) To understand what other companies are doing.

(B)

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Material slow in coming

INPUT has a history of late

(B) delivery.

(C) Slow response or no response to the hotline. (This is probably due

(D) to the nature of our request and not the ability of hotline staff)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☒
Variable	☐	☒	☐
Weak	☐	☐	☐
No Contact	☒	☐	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
Vendor Financial Watch does not get	☐	☐	☐
"Hotline" Client Inquiry Service	☐	☒	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Not really aware of all of INPUT's services

Confused about Peter's letter sounds like INPUT is in trouble

Vertical markets haven't received anything yet

We have such few questions for the hotline – why can't you answer a FPM question we've called only once or twice wonder if we are getting our money's worth when you won't answer our questions.

Thank you

CATALOG NO. CMKT

July 3, 1986
g McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: John Nouenschwander

Title: Manager, Strategic Integration

Company: General Electric Information

Address: 7082 Standish Place
Rockville, MD 20855

Telephone: (301) 340-4730

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
"Hotline" Client Inquiry Service	☐	☐	☑
Timing - haven't used very much			
Vendor Financial Watch	☑	☐	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐
This year I am satisfied			

2 Please list the most significant benefits of program use by your organization.

(A) Answer questions from mgt and corporate on individual companies

(B) and their products & financials

(C) Analysis of professional service market products

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Some of highlights are not current and quality varies from company to company, some have good complete data and some do not

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☑	☐	☐
Mostly Competent	☐	☐	☑
Variable	☐	☑	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch	☑	☐	☐
"Hotline" Client Inquiry Service	☐	☑	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

No further comments - generally pleased with the program. Seems to have improved this year

Thank you

CATALOG NO. CMKT

July 3 1986
J. McDevitt

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

prepared by Elaine Foy
Visiting Librarian
Univ. of MMS

Name: Victoria Harriston

Title: Reference Librarian

Company: GTE Telenet Communications

Address: 12490 Sunrise Valley Dr
Reston VA 22096

Telephone: (703) 689-5390

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 **Please indicate your level of satisfaction with the 1985 program.**

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
"Hotline" Client Inquiry Service (does not use (I explained the service she said she'll start using)	☐	☐	☐
Vendor Financial Watch haven't used — or seen	☐	☐	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

2 **Please list the most significant benefits of program use by your organization.**

(A) Up to date financial information, and overview analysis of the company

(B) like the information about the subsidiary and parent companies

(C) provided in profiles

(D) Profiles are very good - give us the meat of a 10K and annual report

INPUT

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Would like more updated information some of the profiles are old

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☒
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
Vendor Financial Watch	☐	☐	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

None at this time - wanted to know who she could contact if she had any question.

Thank you

CATALOG NO. CMKT

July 9
gmcbane

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Bruce Campbell

Title:

Company: IBM

Address: 472 Wheelers Farm
Milford, CT 06460

Telephone: (203) 783 - 7875

☑ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles – Very happy with the current ones	X		
"Hotline" Client Inquiry Service does not use			
Vendor Financial Watch likes it for the public companies but needs this kind of information for private companies		X	
Client Support	X		
Overall Program	X		

2 Please list the most significant benefits of program use by your organization.

(A) Information on products & financials

(B)

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Big problem doesn't get updated enough

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☒
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
Vendor Financial Watch	☐	☒	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 7, 86
JM Deane

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Doug Wilder

Title: Manager Business Elaboration Federal Systems

Company: IBM Corporation

6600 Rockledge Drive

Address: Bethesda, MD 20817

Telephone: (301) 493-1396

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles - due to timeliness of data	☐	☑	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Vendor Financial Watch — never use, reluctant to use	☑	☐	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Competitive analysis

(B) _____

(C) _____

(D) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) does not allow for quick reporting on issues or newsworthy

(B) bits ie Burroughs & Sperry

(C) Timeliness of data - information on Boeing, IBM etc very outdated

(D) should be removed.

4. How do you view the INPUT personnel with whom you have had an opportunity to Interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☒ Don Hostler and Peter and John Frank
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☐

met with David Lipson and Jon Arnold but not enough contact to pass judgment

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch	☑	☐	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Very happy with INPUT

Thank you

CATALOG NO. CMKT [ ] [ ]

July 3 86
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Ms David Hines

Title: /

Company: IBM Corporation

Address: 225 JW Carpenter Freeway
Irving TX 75062

Telephone: (214) 556 - 4161

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Don't use at all			
Vendor Financial Watch	☑	☐	☐
Client Support	☑	☐	☐
Overall Program	☐	☑	☐
Respectable			

2 Please list the most significant benefits of program use by your organization.

(A) Competitive purposes - really only look at the software vendor

(B) profiles because that's what I focus on

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Directory data so old in most cases not very useful

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☑	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☑	☑

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch	☑	☐	☐
"Hotline" Client Inquiry Service	don't use ☐	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Send highlights in alphabetical order

"Need more time before I can accurately comment on the program currently, I will be using it alot now."

Thank you

CATALOG NO. CMKT

July 10, 86
JM Daniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Brant Leuchen

Title: Manager, Industry Relations

Company: IBM

Address: _____

_____

Telephone: (914 896-4541

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
"Hotline" Client Inquiry Service Don't use	☐	☐	☐
Vendor Financial Watch Don't use	☐	☐	☐
Client Support	☒	☐	☐
Overall Program Part of program I use I am very satisfied	☒	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Do not want to discuss how we use the material

(B)

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Some Highlights are too old

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☒
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
Vendor Financial Watch	☐	☐	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

I know Peter very well when I have a problem or request I take it to him and he handles it. I like him very much

Thank you

CATALOG NO. CMKT

returned to CA on July 14

→ JAN

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Anne Crotty - Project Manager

Name: Mary Egan

Title: Librarian

Company: IDA Ireland

Wilton Park House

Address: Wilton Place Dublin 2

Ireland

Telephone: ( ) 0001 - 686633

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
"Hotline" Client Inquiry Service	☐	☑	☐
Vendor Financial Watch	☐	☑	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Profiles used as leads to get to companies and at later stages to provide background information.

(B) _____

(C) _____

(D) _____

INPUT

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Cannot say - have not used hotline through own fault (so not an Input weakness).

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☑	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☑	☐
No Contact	☐	☐	☑

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied	
Profiles	☑	☐	☐	
Vendor Financial Watch	☐	☑	☐	
"Hotline" Client Inquiry Service	☐	☐	☐	N/A - no use as yet.
Client Support	☐	☑	☐	

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 9 1986

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Ray Wolfe

Title: Vice President

Company: Litton Computer Services

Address:

Telephone: (415) 966-1771

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles More profiles & more frequent but I	☐	☒	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Vendor Financial Watch When its on time, 1986 I am very satisfied with it but not 85 because of delivery problems	☒	☒	☐
Client Support	☒	☐	☐
Overall Program	☐	☒	☐

2 Please list the most significant benefits of program use by your organization.

(A) Competitive assessment

(B) _____

(C) _____

(D) _____

INPUT

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Profiles not updated frequently enough

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to Interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☒	☐	☐
Mostly Competent	☐	☒	☒
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
Vendor Financial Watch	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support	☐ ×	☐	☐

6. Please add any other comments or ideas you wish to convey.

More really

Thank you

CATALOG NO. CMKT

July 14, 86
JMcDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Jim Harrington

Title: _____

Company: Litton Computer Services

Address: _____

Reston, VA 22090

Telephone: (703) 476-2425

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: **COMPANY ANALYSIS MONITORING SERVICE**

1 **Please indicate your level of satisfaction with the 1985 program.**

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles – very satisfied with the current profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☒	☐
Vendor Financial Watch	☒	☐	☐
Client Support	☐	☒	☐
Overall Program	☐	☒	☐

2 **Please list the most significant benefits of program use by your organization.**

(A) Understand companies we are bidding against – competitive intelligence

(B) _____

(C) _____

(D) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real weaknesses - would like some profiles updated more frequently

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☒	☒	☒
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	X		
Vendor Financial Watch	X		
"Hotline" Client Inquiry Service		X	
Client Support		X	

6. Please add any other comments or ideas you wish to convey.

Count me as a satisfied client

Thank you

CATALOG NO. CMKT

July 2, 86
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: George Wicker

Title: Associate Director, Diversification

Company: Lockheed Corporation

2550 Hollywood Suite 504

Address: Burbank CA 91505

Telephone: (818) 847 - 9152

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
"Hotline" Client Inquiry Service	☑	☐	☐
Vendor Financial Watch Timing is a problem	☐	☑	☐
Client Support Very responsive - every time I need something I get it	☑	☐	☐
Overall Program Meets most of needs	☐	✓	☐

2 Please list the most significant benefits of program use by your organization.

(A) Trends analysis

(B) Competitive Purposes

(C) _____

(D) _____

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Lack of timeliness of some highlights

I know some of this is due to

(B) fact that you are trying to be

accurate - most financials

(C) are a year old

(D) Should be online - with all of the electronic capabilities, this service should be updated faster

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☑ George Hunter is great	☐	☐
Mostly Competent	☐	☑ very responsive great attitude	☐
Variable	☐	☐	☑ based on writers of MMP's reports
Weak	☐	☐	☐ little or no report service
No Contact	☐	☐	☐

Peter - very high opinion, conceptual of what is happening in the industry

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch	☐	☑	☐
"Hotline" Client Inquiry Service	☑	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Concerned about the overall effect of the industry - why is everyone doing poorly when economy is strong. World is focused on what happened ~~not~~ don't allow any room for spontaneous discussion of events. Why is IBM experiencing 5% growth. Is this an indication of what is going to be a major industry shake-out

Thank you

CATALOG NO. CMKT

July 3, 86
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Les Kroxe

Title:

Company: McDonnell Douglas Information Systems Group

Address:

Telephone: (314) 233-0002

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Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
"Hotline" Client Inquiry Service (do not use)	☐	☐	☐
Vendor Financial Watch	☑	☐	☐
Client Support (What we asked for we got)	☑	☐	☐
Overall Program (good)	☑	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Base of information on companies and their products.

(B) Acquisition information

(C) Use for competitive information

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No significant weaknesses in the program

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☑	☐	☑
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☑	☐

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
Vendor Financial Watch	☑	☐	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Would like a single concise explanation of what INPUT does and what it has to offer. (U should send a copy of the client handbook)

In the process of deciding what marketing information they will need next year would like a package of info sent on INPUT's programs

Thank you

CATALOG NO. CMKT

July 9 1986
Jan McDonnell

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Kathy Klein / Oakley Stevens (referred to)

Title:

Company: McKinsey & Company

Address: 400 South Hope St
Los Angeles CA 90071

Telephone: (212) 909-8917
(213) 624-1414

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
"Hotline" Client Inquiry Service — got a very responsive	☑	☐	☐
Vendor Financial Watch	☐	☑	☐
Client Support	☑	☐	☐
Overall Program	☐	☑	☐

2 Please list the most significant benefits of program use by your organization.

(A) Very specific questions on companies in a Vertical market - gives us a good overview.

(B)

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Problem is the material is too dated - I know I can call and get updated information on the hotline but not always possible because of time constraints

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☒	☒

Jan has been the only person we have interacted with, very satisfied

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
Vendor Financial Watch	☐	☒	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support	☒	☐	☐

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 15 86
J McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Davida Schaaf / Pam Peters

Title: Market Information Center

Company: Nynex Corporation

Address:

Telephone: (914) 683-2163

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the ~~1985~~ 1986 program.

Very limited use due to lack of time for the program now has more features & info in marketing area

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service (Weren't using)	☐	☐	☐
Vendor Financial Watch (Haven't seen)	☐	☐	☐
Client Support	☒	☐	☐
Overall Program	☒	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) S/W and computer company information

(B) Company products

(C) _____

(D) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real Usable weaknesses but haven't used the service much

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to Interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☒	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☒	☒

Spoke with Jan Woolley & Brad Regard both are very efficient

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☐	☐
Vendor Financial Watch	☐	☐	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Client Support	☐	☐	☐

6. Please add any other comments or ideas you wish to convey.

Will call once we've used more with questions vs comments

Thank you

→ JAN

CATALOG NO. CMKT 1 1

returned to California on July 14, 86

0252-44321

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Sheila Farrell

Title: Librarian

Company: Software Sciences Limited

Farnborough

Address: Hampshire England

GU14 7NB

Telephone: ( ) 0252-544321

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
"Hotline" Client Inquiry Service	☐	☐	☐
Vendor Financial Watch	☐	☑	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

not used v. often

2 Please list the most significant benefits of program use by your organization.

(A) As a librarian - v. useful tool to answer questions on the US airlines industry.

(B)

(C)

(D)

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Updates are sent out in confusing way – prefer to have s/w updates & examples in a separate book then

(B) Examples etc.

Only 1 Index included for 3 volumes – would be useful to have an index also in each volume.

(C)

(D)

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☑	☑	☑

(Have via K HARMAN M.D.

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
Vendor Financial Watch	☐	☑	☐
"Hotline" Client Inquiry Service - not used	☐	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

- will we [illegible] in future
- should renew.

Thank you

K. Hanley

INPUT

CATALOG NO. CMKT

July 16 86
JM Deal

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Barry Greenberg

Title: Director, Business Planning

Company: SPERRY CORPORATION

Address:

Telephone: (215) 542 - 5046

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☐	☒	☐
Vendor Financial Watch	☐	☐	☐
Client Support	☐	☒	☐
Overall Program	☐	☒	☐

In general very satisfied with specific information moderately

Haven't used much

Not familiar with

2 Please list the most significant benefits of program use by your organization.

(A) First pass at companies - screening process to get me started

(B) Competitor Tool

(C)

(D)

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Would like to see the larger hardware vendors software & services

(B) Ameritech bought ADR - so will you be reporting on ADR now

(C)

(D)

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☒	☒
Variable	☐	☐	☐
Weak	☒	☐	☐
No Contact	☐	☐	☐

John McCann, David Lipson, Harvey Tschupp, Tom O'Flaherty all left INPUT has not kept their people Very inconsistent with personnel Makes us wonder about your data

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	X		
Vendor Financial Watch (has not seen)			
"Hotline" Client Inquiry Service		X	
Client Support		X	

6. Please add any other comments or ideas you wish to convey.

Resources should be widely available - why can't I get Fed bank information from your office?

Program is meeting our needs at this time - but we will check out other sources when it is time to renew

Thank you

CATALOG NO. CMKT[ ][ ]

JM Daniel
Reply 15

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Amy Lavelle

Title: Assistant to Dick Kaylor

Company: Strategic Information

Address: _____

_____

Telephone: (617) 273-5500 x+ 3402

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Limited use but satisfied with the response and turn around time			
Vendor Financial Watch	☐	☐	☐
Does not remember ever seeing			
Client Support	☐	☒	☐
Overall Program	☐	☒	☐

2 Please list the most significant benefits of program use by your organization.

(A) Sales people use to get current information on computers products

(B) _____

(C) _____

(D) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Filing system of materials - is confusing

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☒	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☒	☐	☒

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
Vendor Financial Watch	☐	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support	☐	☒	☐

6. Please add any other comments or ideas you wish to convey.

Main person in marketing who used the service is no longer at the Company and they haven't replaced her yet. Because of this the materials have not been updated and they are floating around Dick's office. His assistant is now responsible I told her how to update it and said she can call me with any non hotline questions

Thank you

CATALOG NO. CMKT

July 2, 1986
J. McDaniel

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Ed Freeman

Title: Vice President & General Manager

Company: TRW - ISD

Address: 505 City Parkway West
Orange CA 92668

Telephone: (714) 385-7010

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
"Hotline" Client Inquiry Service	☐ ✓	☐	☐
Vendor Financial Watch	☐ ✓	☐	☐
Client Support	☑	☐	☐
Overall Program	☑	☐	☐

Very limited use - no real personal direct contact

turn over to planning people they seem to like pretty well

Very satisfied with Peter J. no interaction with sales/marketing

2 Please list the most significant benefits of program use by your organization.

(A) Keeps us in touch with what other companies are doing

(B) Acquisitions

(C)

(D)

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Our company TRW doesn't use INPUT's services to the fullest - problem

(B) of TRW and not INPUT

(C) Don't know of any significant weaknesses

(D)

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☑
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☑	☑	☐

Peter is very great - in a class all by himself

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☑	☐
Vendor Financial Watch	☐ ✓	☐	☐
"Hotline" Client Inquiry Service	☐ ✓	☐	☐
Client Support	☑	☐	☐

6. Please add any other comments or ideas you wish to convey.

Would like to spend some time work
later and exchange some ideas
as whoever he feels would
be appropriate on Vertical market
positioning

Thank you

CATALOG NO. CMKT

Sally 11
JM/Sawicki

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Sally Smith

Title: _____

Company: U.S. West

_____

Address: _____

_____

Telephone: (303) 793-6627

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Vendor Financial Watch	☒	☐	☐
Client Support	☒	☐	☐
Overall Program	☒	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) joint ventures, acquisitions candidates

(B) [redacted] look at companies to see trends in the software industry.

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Profiles updated more frequently

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☒
Mostly Competent	☒	☒	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

Conferences have been wonderfully done
Peter only person I really deal with
and his great

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	X		
Vendor Financial Watch	X		
"Hotline" Client Inquiry Service	X		
Client Support	X		

6. Please add any other comments or ideas you wish to convey.

Very satisfied with overall program. INPUT does a good job.

Thank you

CATALOG NO. CMKTI

Not in
data tab
of CAMS result

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Barbara Flaherty

Title: _____

Company: BLS

_____

Address: _____

_____

Telephone: ( ) _____

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles — Majority too outdated for use — Marion Marietta, GEISCO	☐	☐	☒
"Hotline" Client Inquiry Service — response time bad	☐	☐	☒
Vendor Financial Watch	☐	☐	☐
Client Support — Wrote letter to Peter Compernion about service got immediate response	☒	☐	☐
Overall Program	☐	☐	☐

2 Please list the most significant benefits of program use by your organization.

(A) Easy reference

(B) Strategic alliances

(C) Product information

(D) When current helps us understand the organizational structure

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) In 1985 - major problem Turn around on hotline, but mostly

(B) improved in 1986

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☒	☐
Weak	☐	☐	☐
No Contact	☒	☐	☒

handle out of Seattle

85 company analysis hotline was weak

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
Vendor Financial Watch (Have not)	☒	☐	☐
"Hotline" Client Inquiry Service (Improved)	☒	☒	☐
Client Support	☐ X	☐	☐

6. Please add any other comments or ideas you wish to convey.

Problems in 1985 with shipping

→ Alphabetical Binders

Thank you

CATALOG NO. CMKT

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

Name: Linda Bean

Title: _____

Company: Boeing Computer Services

_____

Address: _____

_____

Telephone: ( ) _____

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
"Hotline" Client Inquiry Service response time bad	☐	☐	☒
Vendor Financial Watch	☐	☐	☐
Client Support	☒	☐	☐
Overall Program Necessary program	☐	☒	☐

2 Please list the most significant benefits of program use by your organization.

(A) Information is in one place

(B) Marketing & Sales good overview of what companies are doing

(C)

(D)

3. **Please list the most significant weaknesses of the program as perceived by your organization.**

(A) Major companies that you are interested in are not updated

(B) _____

(C) _____

(D) _____

4. **How do you view the INPUT personnel with whom you have had an opportunity to interact?**

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☐	☐	☐
Mostly Competent	☐	☐	☐
Variable	☐	☒	☐
Weak	☐	☐	☐
No Contact	☒	☐	☒

handle out of Seattle

problem with consistency on hotline, some people are very good 86 is improving

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☐	☒	☐
Vendor Financial Watch	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support (Improved)	☐ X	☐	☐

6. Please add any other comments or ideas you wish to convey.

Thank you

CATALOG NO. CMKT

July 22, 86

INPUT®

PLANNING SERVICES EVALUATION

JULY 1986

John Cudworth and Sue Snyders office

Name: Bob Houston

Title: _____

Company: Litton

_____

Address: _____

_____

Telephone: ( ) _____

☐ Please check this box if company, address, or telephone information listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

Program: COMPANY ANALYSIS MONITORING SERVICE

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☒	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Vendor Financial Watch	☐	☐	☐
Client Support	☒	☐	☐
Overall Program	☒	☐	☐

good response time

Haven't used, but I have looked at it

2 Please list the most significant benefits of program use by your organization.

(A) Best service of the INPUT programs we subscribe to

(B) Hotline very good

(C)

(D)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Would like to see some of the larger companies updated on a more regular basis

(B)

(C)

(D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	☒	☒	☒
Mostly Competent	☐	☐	☐
Variable	☐	☐	☐
Weak	☐	☐	☐
No Contact	☐	☐	☐

Deal with Jan McDaniel - she's very responsive

5. Please indicate your current level of satisfaction with 1986 program products and services received to data.

	Very Satisfied	Moderately Satisfied	Dissatisfied
Profiles	☑	☐	☐
Vendor Financial Watch	☐	☐	☐
"Hotline" Client Inquiry Service	☒	☐	☐
Client Support	☒	☐	☐

Don't use

6. Please add any other comments or ideas you wish to convey.

Can't think of anything that needs improvement.

Thank you